



# USAID | JORDAN

## Water & Environment Sector PROJECT PROFILE

April 2012



*Detailed analyses were carried out to determine the extent and scope of solid waste practices. Participants in training programs offered by the project participated in hands-on research that will help to effect behavioral changes among the Jordanian public and policymakers.*

### PROJECT SNAPSHOT

*Implemented by:* ECODIT

*Duration:* 2009 – 2014

*Total Funding:* \$24 million

*Beneficiaries:* Jordanians

*Geographic Coverage:* Nationwide

<http://www.jordanpap.com>  
<ftp://030bb8d.netsolhost.com>  
username: ecodit2010  
password: 2010Applicant

## Public Action for Water, Energy, and Environment

### BACKGROUND

Jordan is the fourth most water scarce country in the world; demand on the limited water supply exceeds Jordan's available resource base, overexploitation is the norm and Jordan imports 96% of its oil and gas requirements. As Jordan strives to achieve its economic and social development goals, water and energy demand is expected to increase dramatically. Additionally, current solid waste behaviors among Jordanians has resulted in unsightly and insanitary littering and trash in Jordan's rapidly growing cities as well as in key natural sites.

USAID's Public Action for Water, Energy and Environment project is a five-year program that seeks to promote positive behaviors in water and energy conservation and use and solid waste management. The overall objective is to identify and establish clear behavioral changes among Jordanian citizens and decision makers with regard to water use, solid waste disposal, and energy use. The result is expected to be increased efficiency in the use of water and energy, proper solid waste handling practices and the introduction and adoption of much needed policy changes.

### ACTIVITIES

- Establishing a sustainable capacity-building program in strategic communication and social marketing that will cross sector boundaries and can benefit other USAID projects with behavior change foci
- Providing grants to non-governmental organizations (NGOs) to implement behavior change programs; conducting monitoring and evaluation of these programs to ensure targeted behavior change results
- Developing a research base that will demonstrate changing trends in public behaviors
- Focusing on youth as a major target of behavior change and initiating innovative and creative programs to engage youth
- Addressing the enforcement of existing regulations in the three areas and promoting discussion on issues that are yet to be addressed by law or regulation



*Results and findings from the various research activities were presented to stakeholders and decision makers, including 140 representatives of key ministries and entities, followed by a lively discussion about challenges and opportunities.*

## PROGRESS & ACHIEVEMENTS

- Completed 14 nationwide studies by independent research firms that examined Jordanian behaviors, through a sample of households, youth, women, businesses and large consumers. Used results to design programs for teachers, and reach approximately 25,000 youth and students
- Over 16 small and medium grants awarded with a cumulative value of \$1.5 million among them innovative social media, youth advocacy, and women's support grants.
- Trained youth leaders as well as staff from 100 NGOs, Government agencies and private sector firms on the principles of behavior change in water and energy, policy advocacy and communication research methods
- Completed a comprehensive and interactive design to upgrade the Children's Museum's exhibits relating to water and energy and tendered fabrication and installation works worth \$1.4 million
- Produced the first Guide for Water and Energy Utilities in Best Management Practices for Strategic Communication in Arabic and English and initiated training activities for utilities and large consumers (hotels and office buildings).

## PARTNERS

- Ministry of Water and Irrigation
- Ministry of Environment
- Ministry of Energy and Mineral Resources
- Children's Museum Jordan
- Water and energy utilities
- Municipalities
- NGOs and professional associations
- Media

### CONTACT:

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